

From: Matthew Wilson
Sent: Thursday, August 28, 2008 4:26 PM
To: J.N. PAQUET
Subject: RE: Orangina Advert

Dear J.N. Paquet

Thank you for your e-mail. I am sorry about the delay in replying to you.

Further to your query I can confirm that the ASA has considered all the complaints it has received about the Orangina advertisement and has decided that it will not be launching a formal investigation. Given the post-9pm restriction on TV that the ad has been given we do not believe that the ad is in breach of our codes. The ad is therefore allowed to continue to be broadcast.

I hope this information helps out.

Kind regards

Matt Wilson
Press Officer
Advertising Standards Authority